screenshot-webcache.googleusercontent.com-2019.07.24-22-28-52
https://webcache.googleusercontent.com/search?q=cache:ZBXgefNNx5QJ:https://www.smu.edu/-/media/Site/Cox/Faculty/CV/Michael-Braun-02-2019-CV.pdf%3Fla%3Den+&cd=3&hl=en&ct=clnk&gl=us
24.07.2019

This is the html version of the file https://www.smu.edu/-/media/Site/Cox/Faculty/CV/Michael-Braun-02-2019-CV.pdf?la=en. Google automatically generates html versions of documents as we crawl the web.

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February, 2019

MICHAEL BRAUN
Edwin L. Cox School of Business
Southern Methodist University
braunm@smu.edu

Academic Appointments

- Southern Methodist University, Cox School of Business
  - Marilyn and Leo F. Corrigan Research Professor, 2018-present
  - Associate Professor of Marketing, 2013-present
  - Donna Wilhelm Research Fellow, SMU DataArts, 2018-2019
  - Fisher Faculty Fellow, 2016-2018
- Massachusetts Institute of Technology, MIT Sloan School of Management
  - Associate Professor of Management Science (Marketing Group), 2011-2013
  - Assistant Professor of Management Science (Marketing Group), 2006-2011
  - Homer A. Burnell (1928) Career Development Professor, 2008-2011
  - A liate Faculty, MIT Operations Research Center, 2006-2013
- University of Oxford, Saïd Business School, Visiting Professor, Trinity Term 2016
- University of Queensland, Visiting Research Fellow, Spring 2016
- Tilburg University, Visiting Scholar, Spring 2009
- University of Michigan, Ross School of Business, Visiting Scholar, Fall 2008

Education

- University of Pennsylvania, Wharton School, Ph.D., Operations and Information Management, 2006
- Duke University, Fuqua School of Business, M.B.A., 1996
- Princeton University, A.B. with Honors in Economics, 1992

Publications

- Michael Braun and Paul Damien (2019). "A Non-Markovian Method for Full Parametric Bayesian Inference." In: Marketing and Big Data Technologies: New Trends and Applications. Ed. by

Stelios Tsafarakis and Nikolaos Matsatsinis. Springer-Verlag. In press.

- Michael Braun, Jeremy Rosenthal, and Kyle Therrian (2018). "Police Discretion and Racial Disparity in Organized Retail Theft Arrests: Evidence from Texas." Journal of Empirical Legal Studies, 15(4):916–950. :10.1111/jels.12201.

- Michael Braun (2017). "sparseHessianFD: Estimating Sparse Hessian Matrices in R." Journal of Statistical Software, 82(10):1–22. :10.18637/jss.v082.i10.

- Michael Braun and Paul Damien (2016). "Scalable Rejection Sampling for Bayesian Hierarchical Models." Marketing Science, 35(3):427–444. :10/b4bd.

- Michael Braun, David A. Schweidel, and Eli M. Stein (2015). "Transaction Attributes and Customer Valuation." Journal of Marketing Research, 52(6):848–864. :10/b4bb.

- Michael Braun (2014). "trustOptim: An R Package for Trust Region Optimization with Sparse Hessians." Journal of Statistical Software, 60(4):1–16. :10/b4bc.

- Michael Braun and Wendy W. Moe (2013). "Online Display Advertising: Modeling the E ects of Multiple Creatives and Individual Impression Histories." Marketing Science, 32(5):753–767. :10/b4bf.

- Michael Braun and David A. Schweidel (2011). "Modeling Customer Lifetimes with Multiple Causes of Churn." Marketing Science, 30(5):881–902. :10/ddv975.

- Michael Braun and André Bonfrer (2011). "Scalable Inference of Customer Similarities from Interactions Data Using Dirichlet Processes." Marketing Science, 30(3):513–531. :10/d4gjn9.

- Michael Braun and Jon McAuli e (2010). "Variational Inference for Large-scale Models of Discrete Choice." Journal of the American Statistical Association, 105(489):324–335. :10/crf3mc.

- Glen L. Urban, John R. Hauser, Guilherme Liberali, Michael Braun, and Fareena Sultan (2009). "Morph the Web to Build Empathy, Trust and Sales." MIT Sloan Management Review, 50(4):53–61. :http://tinyurl.com/morph2009smr.

- John R. Hauser, Glen L. Urban, Guilherme Liberali, and Michael Braun (2009). "Website Morphing." Marketing Science, 28(2):202–223. :10/bqpzqr.
  - Finalist, ISMS Long-term Impact Award, 2017 and 2018
  - Finalist, John D. C. Little Award (best marketing paper in an INFORMS journal)
  - Lead article with commentaries
  - Top 50 Management article in 2009, Emerald Management Reviews

- Michael Braun, Peter S. Fader, Eric T. Bradlow, and Howard Kunreuther (2006). "Modeling the Pseudodeductible in Homeowners' Insurance." Management Science, 52(8):1258–1272. :10/crg738.
  - Winner, Best Student Paper, INFORMS Decision Analysis Society, 2006

- Michael Braun and Alexander Muermann (2004). "The Impact of Regret on the Demand for Insurance." Journal of Risk and Insurance, 71(4):737–767. :10/cxbfkv.
  - Winner, 2014 Robert I. Mehr Award, American Risk and Insurance Association.

Software

(all R packages are published at cran.r-project.org and github.com/braunm under open source licenses)

- trustOptim - Trust Region Optimization for Objective Functions with Sparse Hessians. Version 0.8.6.1, updated Oct., 2017.
- sparseHessianFD - E cient Estimation of Sparse Hessians. Version 0.3.3.3, updated Mar., 2018.
- sparseMVN - E cient Multivariate Normal Density and Sampling Functions for Sparse Covariance/Precision Matrices. Version 0.2.1.1, updated Mar., 2018.
- bayesGDS - Scalable Rejection Sampling from Posterior Densities of Bayesian Hierarchical Models. Version 0.6.1, updated Mar., 2015.

Working Papers

- "Time-varying E ectiveness of Competitive Advertising" (with André Bonfrer and Peter Danaher). Under review at Marketing Science.
- "sparseMVN: An R Package for Multivariate Normal Functions with Sparse Covariance and Precision Matrices."
- "The Normalizing Constant in the BG/BB Model" (with Dan McCarthy and Arun Gopalakrishnan).

Work in Progress

- "Online Advertising and Lead Generation: Recruiting for the Detroit Police Department" (with Eric Schwartz and Hye Jin Yoon)

Awards, Honors and Grants

- Leo Corrigan Research Professor, 2018-present
- Donna Wilhelm Fellowship, SMU DataArts, 2018-19
- Finalist, ISMS Long-term Impact Award (for "Website Morphing"), 2017 and 2018
- Research grant, SMU University Research Council, 2017-18 ($6,000)
- Research grant, Charles Koch Foundation Program on Criminal Justice and Policing Reform, 2017-2018 ($18,880)
- Edwin L. Cox School of Business Research Excellence Award, 2016
- Fisher Faculty Fellowship, 2016-18
- SMU Emerging Leaders Seminar, 2016
- Fellow, Dedman College Interdisciplinary Institute, Southern Methodist University, 2015-16.
- Robert I. Mehr Award, for "a literature contribution which had a ten-year impact in the eld of risk management and insurance." American Risk and Insurance Association, 2014
- Management Science Distinguished Service Award, 2013
- HP Labs Innovation Research Program, 2011-12 ($35,000)

- MIT Sloan Course Development Grant, 2010-12 ($10,000)
- Junior Faculty Research Assistance Program ($25,000), MIT Sloan School of Management, 2010
- Finalist, John D. C. Little Award (best marketing paper in an INFORMS journal), for "Website Morphing," 2010
- Best Student Paper, INFORMS Decision Analysis Society, 2006
- Russell Acko Award for Research in Human Decision Processes, Wharton School, University of Pennsylvania, 2005
- Outstanding Doctoral Student Summer Research Grant ($5,000), Wharton School, University of Pennsylvania, 2003

- Fuqua Scholar (top 10 percent at graduation), Fuqua School of Business, Duke University, 1996

Conferences, Workshops and Presentations

- Organizer and host, 15th Marketing Dynamics Conference, Dallas, Texas, July 2018.
- AMA Marketing and Public Policy Conference, Columbus, Ohio, June 2018.
- Invited session (organizer and presenter) on Marketing Responses to Public Policy Crises, AMA Winter Academic Conference, New Orleans, La., February 2018.
- 12th Conference on Empirical Legal Studies, Cornell Law School, Ithaca, N.Y., October 2017.
- Invited discussant, 14th Marketing Dynamics Conference, Hong Kong, August 2017.
- INFORMS Marketing Science Conference, Los Angeles, June 2017.
- Invited discussant, Quantitative Marketing and Economics, Evanston, Ill., October 2016.
- UT-Arlington College of Business 50th Year Celebration Faculty Research Conference, Arlington, Texas, March 2016.
- Invited session on Revenue Management with Marketing Applications. INFORMS Annual Meeting, Philadelphia, November 2015.
- Invited session on Big Data of Customer Analytics in the Era of Social Media. Joint Statistical Meetings, Seattle, August 2015.
- Big Data Marketing Analytics Conference, Chicago, October 2014.
- Joint Statistical Meetings, Boston, Mass., August 2014.
- 11th Marketing Dynamics Conference, Las Vegas, August 2014.
- MSI Social Interactions Research Workshop, Boston, Mass., August 2013.
- Invited panel, Joint Statistical Meetings, Montréal, August 2013.
- INFORMS Marketing Science Conference, July 2013.
- Analytics Operations Engineering, Annual Meeting, Newport, R.I., May 2013.
- European Seminar on Bayesian Econometrics (ESOBE), WU-Vienna, November 2012.
- Invited session, INFORMS Annual Meeting, Phoenix, October 2012.

- Direct Marketing Educational Foundation Research Summit, Las Vegas, October 2012.
- Joint Statistical Meetings, San Diego, August 2012.
- International Society of Bayesian Analysis (ISBA) 2012 World Meeting, Kyoto, Japan, June 2012.
- INFORMS Marketing Science Conference, Boston, Mass., June 2012.
- CCCIS Industry Conference (data analytics and insurance), Jacksonville, Fla., May 2012.
- Direct Marketing Educational Foundation Professors' Institute, Dallas, Texas, 2012.
- Invited session on Parallel Computation for Bayesian Inference, Joint Statistical Meetings, Miami, 2011.

- Invited session, INFORMS Marketing Science Conference, Houston, June 2011.
- AMA Advanced Research Techniques Forum, Desert Springs, Calif., 2011.
- CEIBS Telecom Special Interest Forum, Shanghai, 2011
- Statistical Challenges in Electronic Commerce Research (SCECR), Austin, Texas, 2010
- Invited session, INFORMS Marketing Science Conference, Cologne, June 2010
- Invited session, INFORMS Marketing Science Conference, Ann Arbor, Michigan, June 2009
- Wharton Interactive Media Initiative conference on Modeling Social Network Data, Philadelphia, Pa., 2009.
- INFORMS Marketing Science Conference, Singapore, 2007.
- Invited seminars at Brigham Young University, University of California-Davis, Carnegie Mellon University, University of Chicago, Cornell University, Drexel University, Emory University, Erasmus University, Florida State University, Harvard University, University of Houston, Indiana University, INSEAD, University of Iowa, London Business School, University of Maryland, University of Michigan, Monash University, University of North Carolina, Northwestern University, The Ohio State University, University of Pennsylvania, The Pennsylvania State University, University of Pittsburgh, University of Queensland, Singapore Management University, Southern Methodist University, Stanford University, Temple University, University of Texas at Arlington, University of Texas at Dallas, Tilburg University, University of Virginia, Washington University in St. Louis, University of Wisconsin-Milwaukee, and University of Waterloo

Professional Service

- Editorial Review Board, Marketing Science, 2011-present.
- Ad-hoc reviewer for California Management Review, Cambridge University Press, International Journal of Research in Marketing, Journal of the American Statistical Association, Journal of Computational and Graphical Statistics, Journal of Consumer Research, Journal of Health Economics, Journal of Marketing Research, Journal of Retailing, Journal of Retailing and Consumer Services, Journal of Risk and Insurance, Journal of Interactive Marketing, Machine Learning, Management Science, Operations Research, Production and Operations Management, Psychometrika, and Statistics and Computing

Management, Psychometrika, and Statistics and Computing.

- 2018 Marketing Dynamics Conference. Chair and Organizer.
- 2018 AMA Winter Academic Conference. Organizer, Early Career Mentorship Program.
- 2017 Adam G. Clayton Dissertation Proposal Competition, Marketing Science Institute. Reviewer.
- 2016 AMA Winter Marketing Educators Conference. Ad-hoc reviewer for contributed abstracts.
- 2015 AMA Winter Marketing Educators Conference. Track Chair, Marketing Analytics and Metrics.
- Wharton Customer Analytics Initiative. Ad-hoc reviewer for research proposals. 2014, 2015.
- Marketing Science Institute 2014 Research Proposal Competition on Social Interactions and Social Media Marketing. Evaluation Committee.

- American Statistical Association, Section on Statistics and Marketing
  - Program Chair, Section on Statistics and Marketing, 2009, 2013 and 2015 Joint Statistical Meetings (elected)
  - Section Chair, 2011 (elected)
  - Organizer for Invited Session on Probability Models of Customer Lifetime Value, 2010 Joint Statistical Meetings
  - Organizer, Invited Session on Parallel Computation for Bayesian Inference, 2011 Joint Statistical Meetings
- Continuing memberships: American Marketing Association, American Statistical Association, INFORMS

School and University Service

- SMU Faculty Senate, 2016-2019
  - Executive Committee, 2018-2019
  - Athletic Policies Committee, 2017-2020
  - Ad-hoc Committee on the Status of Non-Tenure-Line Faculty, 2017-2018
  - Academic Policies Committee, 2016-2017
- SMU University Athletics Council, 2017-2020
- SMU Cox School of Business
  - Interdepartmental Seminar Series on Business Research Methods, founding organizer, 2018-present
  - Information Technology Committee, 2018-present
  - Dean Search Committee, 2016-2017
- Faculty Search Committee, Operations Research and Statistics, MIT Sloan School of Management, 2009

Teaching and Advising

- SMU Cox School of Business
  - Managerial Statistics (MBA and MS in Management core)
  - Customer Analytics using Probability Models (MS in Business Analytics core)
  - Global Leadership Program (MBA degree requirement)

- Global Leadership Program (MBA degree requirement)
- Marketing Management (MBA core)

• MIT Sloan School of Management
- Customer Analytics using Probability Models (MBA elective)
- Marketing Management (MBA core)
- Marketing New Products (MBA elective)
- Doctoral Seminar in Marketing (selected sessions)

• Saïd Business School, University of Oxford
- Marketing Analytics Using Probability Models (MBA elective)

• Undergraduate thesis advisor, Eli Stein, Harvard University Department of Statistics, 2013
- Received highest honors in department

Industry experience

• Evergage, Inc., Advisor, 2018-present

• Boston Consulting Group, Fundamentals of Marketing, 2012

• CCC Information Services, Science Advisory Board, 2011-2015

• Micronotes, Inc., Technical Advisory Board, 2011-2014

• Chello Broadband, N.V., Amsterdam, Netherlands, V.P., Global A liate Operations, 1999-2002

• Marcus Cable/Charter Communications. Fort Worth, Texas. Director, New Media. 1997-1999

• Comcast Online, Philadelphia, Pa., Manager, National Operations and Logistics, 1996-1997

• ESPN, Bristol, Conn. Production Assistant, 1993-1994